

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

Ad No. 410—(SIR WALTER)—Req. No. 59327— $\frac{1}{4}$ page Vertical—(3½ x 10 inches)—4/c—National Magazines, 1978

(A)

Printed in U.S.A.



Enjoy smoking longer without smoking more.

Rich, full-flavored
Saratoga 120's give you extra
smoking time and extra
smoking pleasure.
And they cost no
more than 100's.



Saratoga 120's

© Philip Morris Inc. 1978

Regular: 18 mg "tar," 1.0 mg nicotine—Menthol:
15 mg "tar," 1.0 mg nicotine &c. per cigarette, FTC Report Aug.'77

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous To Your Health.



2061192679